nickelodeon

SpongeBob SQUAREPANTS

CHARACTER GUIDE

REFRESH

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INTRODUCTION

In the history of animated characters, few have influenced lives and culture as deeply as SpongeBob SquarePants. Today, the show's appeal is so powerful and universal that its fictional stars are no longer simply TV characters—they are global icons.

The essence of the show's appeal is the unique blend of childlike happiness and nautical nonsense that its characters have delivered to both kids and adults for over a decade. The inhabitants of Bikini Bottom have unique personalities brought to life through witty dialogue and memorable designs. This guide is a supplement to the EPIC SPONGE theme, providing an up-close and personal look at the characters who make up SpongeBob's watery world. In addition to character biographies and ocean-themed artwork, this guide includes instructions on how to portray the SpongeBob cast in a way that speaks to all of the franchise's vast and varied fan base.

The TV show features a colorful cast of ten main characters, headlined by SpongeBob and his best friend Patrick. Some of their aquatic acquaintances are based on iconic marine species, instantly recognizable to the show's family audience: Mr. Krabs the crab, Mrs. Puff the blowfish, Squidward the octopus, and Pearl the whale. Others are more obscure creatures, like Plankton the copepod and Gary, a sea snail. And even yet, two of the show's waterlogged stars are not sea creatures at all, staying true to the show's signature absurdity; nowhere else could you expect to find a cast that includes a scuba-diving squirrel, Sandy Cheeks, and a waterproof supercomputer, Karen.

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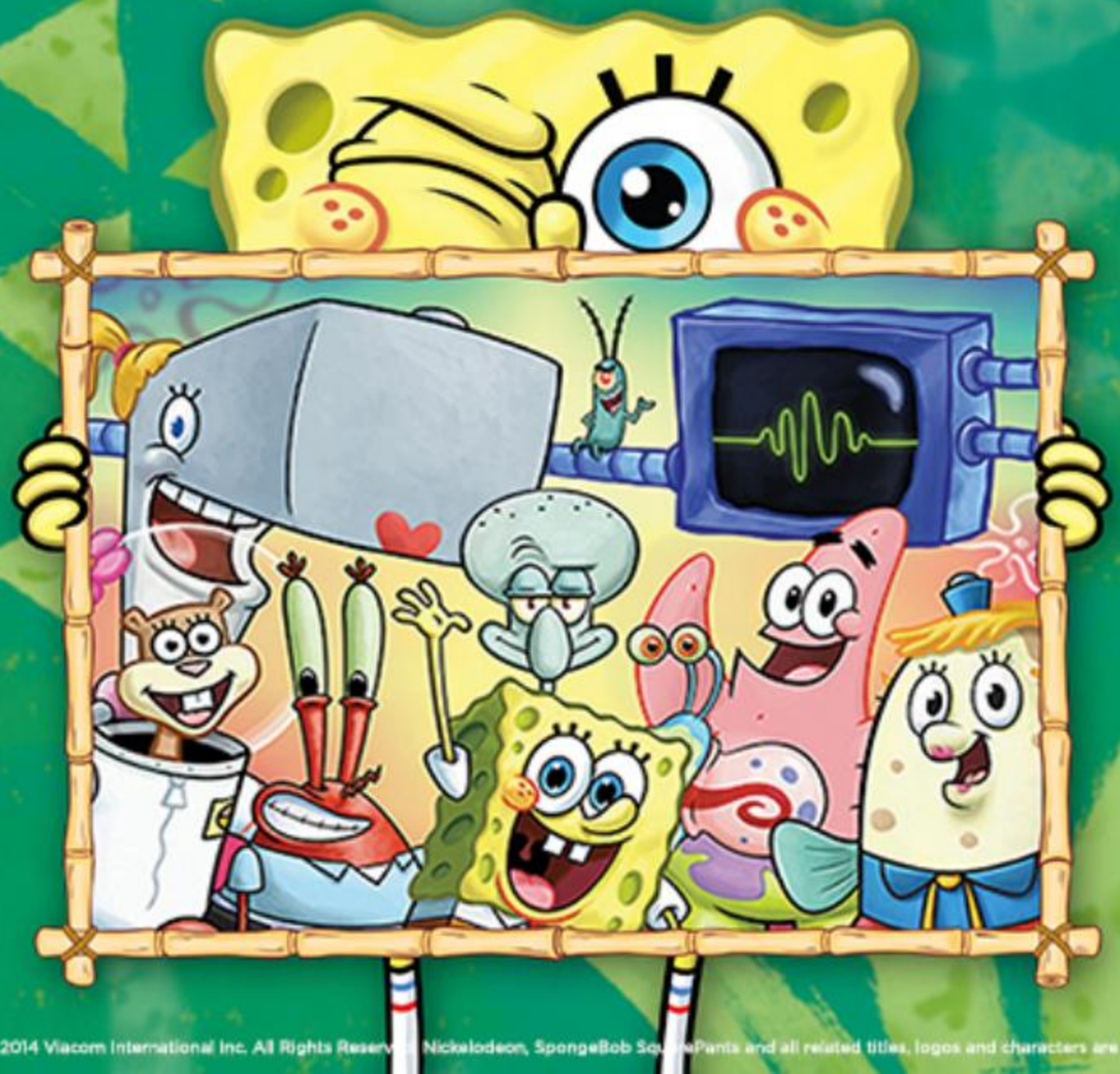
MAIN CHARACTERS



Read on for in-depth looks at each of the briny, bubbly stars of the show. Each character has a section containing three elements: a CORE page, DESIGN & CONSTRUCTION, and CHARACTER APPEAL.

Each CORE page features a bio, a selection of scalable artwork, and product examples. In other words, the basics you need to get to know each character!

DESIGN & CONSTRUCTION features an overview of the most important design elements. CHARACTER APPEAL summarizes each character's appeal to audiences, along with info for costumed mascots and important guidelines to follow when using the character on products.

For more design and construction tips, see SB_SCULPTING_REV.pdf. For market test results, see SB_Creative_Strategy.pdf. For additional photos and press materials of our costumed mascots, see SB_COSTUMEDCHAR.pdf.

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SPONGEBOB

CORE ART

SpongeBob is friendly and happy, generous and helpful. His natural curiosity often gets him into trouble. Loyalty and optimism are among his strongest traits. This porous poriferan is a terrific fry cook and can really rock a pair of rectangular brown pants. When he's not flipping tasty Krabby Patties or learning the rules of the road at Boating School, SpongeBob can be found playing with his best pal, Patrick the starfish.

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CORE ART

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PRODUCT EXAMPLES

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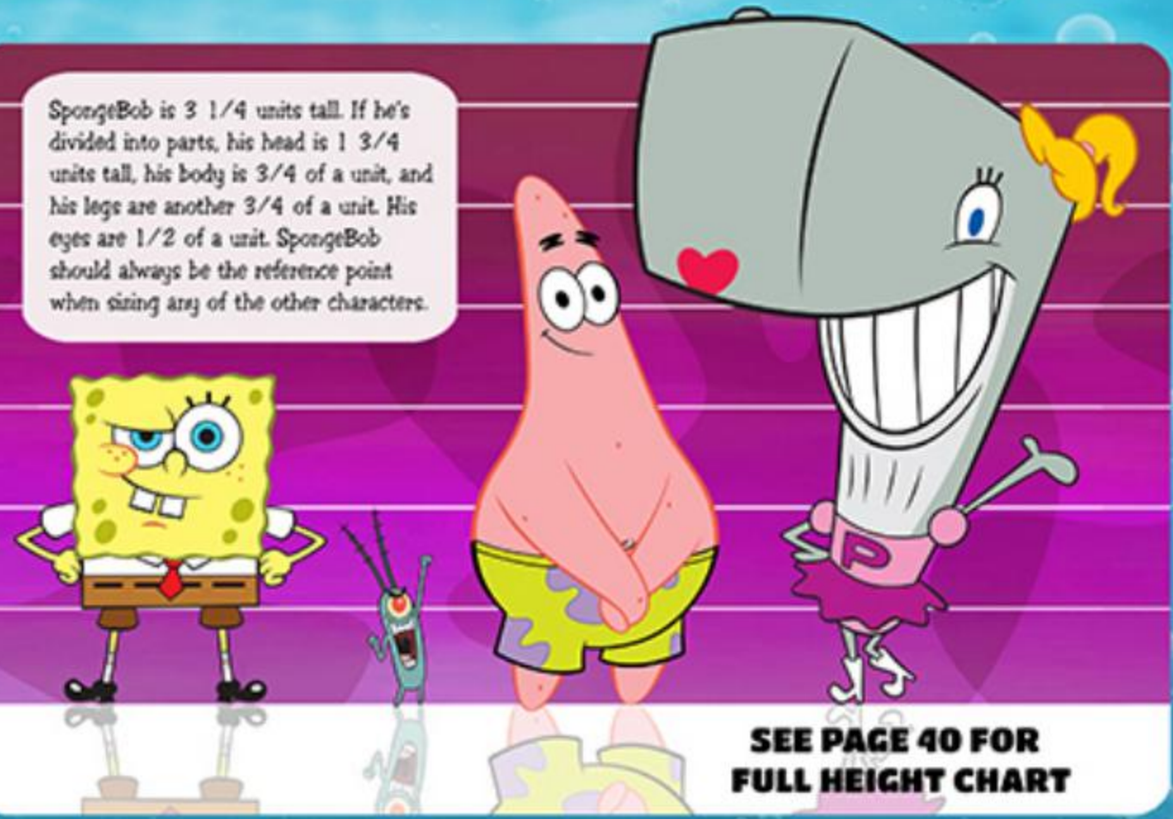
DESIGN & CONSTRUCTION: SPONGEBOB

SpongeBob is 3 1/4 units tall. If he's divided into parts, his head is 1 3/4 units tall, his body is 3/4 of a unit, and his legs are another 3/4 of a unit. His eyes are 1/2 of a unit. SpongeBob should always be the reference point when sizing any of the other characters.



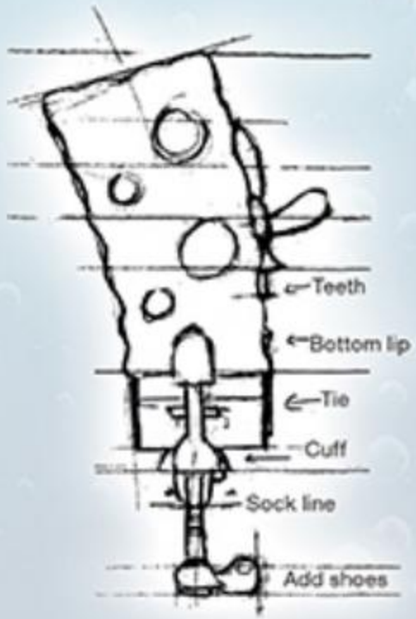
SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Front PMS 101 0/0/70/0	Side PMS 585 5/0/90/5
Spots (Front) PMS 583 15/0/100/20	Spots (Side) PMS 582 10/0/100/30
Outline PMS 392 45/25/100/15	Iris PMS 298 60/0/0/0
Cheeks, Lip Line PMS 180 0/75/80/10	Tongue PMS 177 0/40/20/0
Inside Mouth PMS 1815 70/100/100/0	Tongue Outline PMS 703 0/63/64/16
Pants PMS 723 30/80/100/0	Shoe Soles PMS 423 50/35/35/0
Sock Detail PMS 2718 70/40/0/0	Pants Shadow PMS 724 30/70/100/30
Shirt Shadow PMS 2975 25/0/0/0	Tie, Sock Detail PMS 1788 0/100/100/0

SpongeBob's front teeth are big, square, and nerdy. Make sure never to make them look long, triangular, or goofy.

When he's standing, SpongeBob's back is arched and his legs are locked. Do NOT exaggerate his upper lip; keep it pushed back as much as possible, especially when he is seen from a side angle.



Don't be afraid to put SpongeBob in outfits that seem like they'll clash with his square shape. If anything, they emphasize his iconic squareness.

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MAQUETTES

SB_3D_SBob_001

SB_3D_SBob_003

SB_3D_SBob_005

SB_3D_SBob_008

SB_3D_SBob_002

SB_3D_SBob_004

SB_3D_SBob_006

SB_3D_SBob_007

SB_3D_SBob_009

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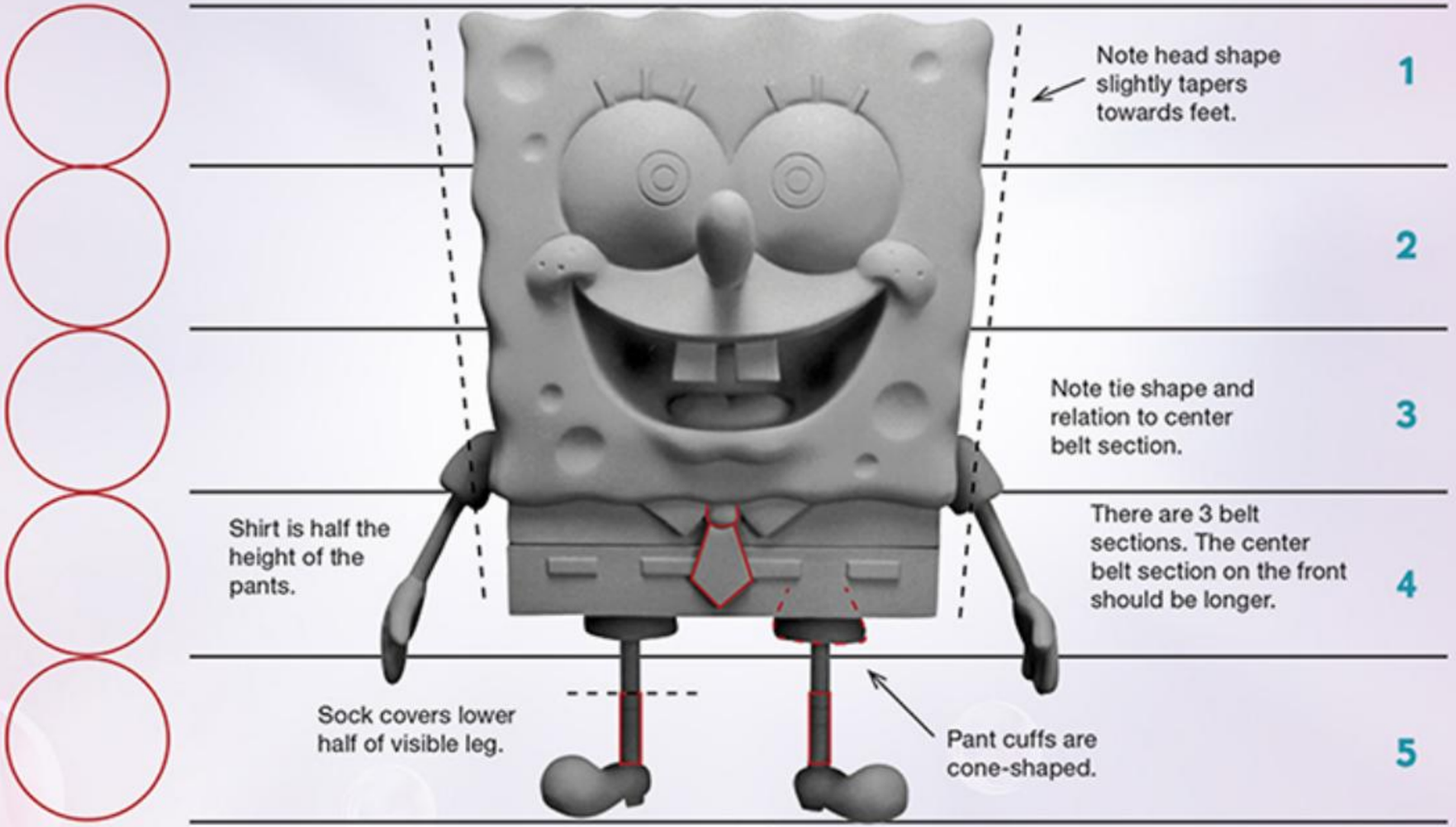
MAQUETTE CONSTRUCTION

SpongeBob is approximately
5 eyes tall.


Note head shape slightly tapers towards feet.
1
2
Note tie shape and relation to center belt section.
3
There are 3 belt sections. The center belt section on the front should be longer.
4
Shirt is half the height of the pants.
Sock covers lower half of visible leg.
Pant cuffs are cone-shaped.
5

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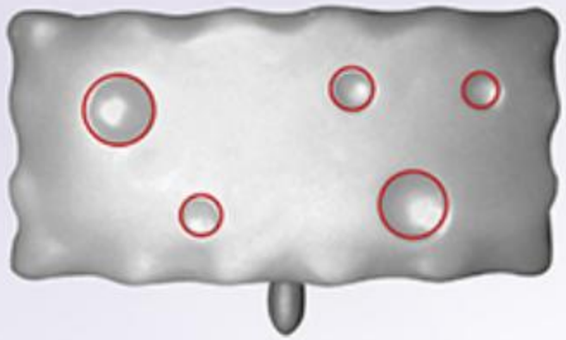
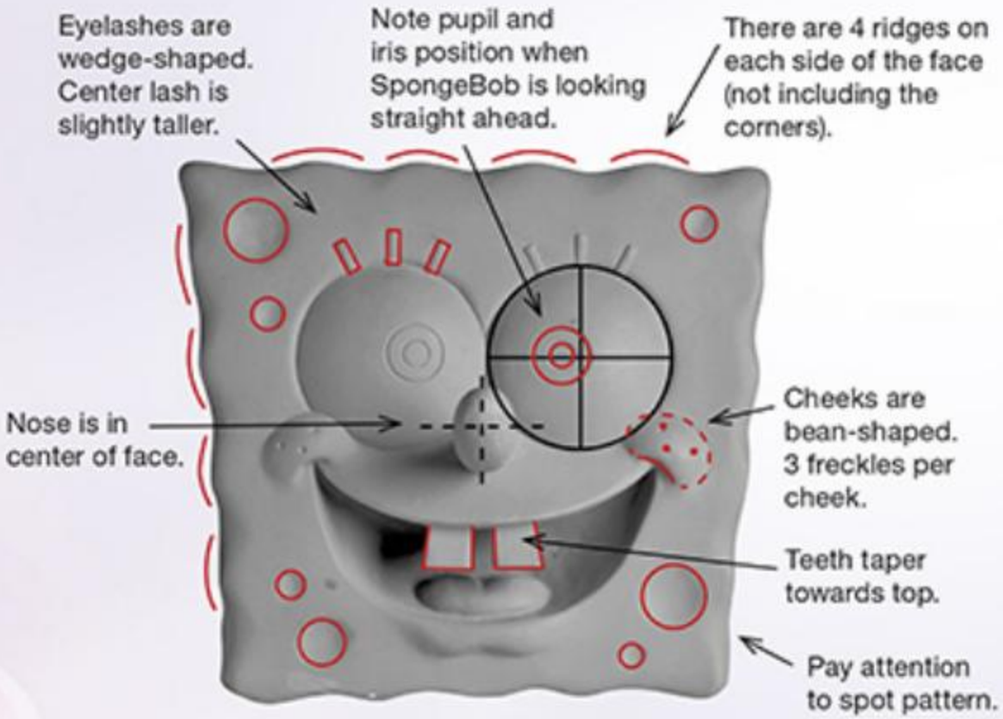
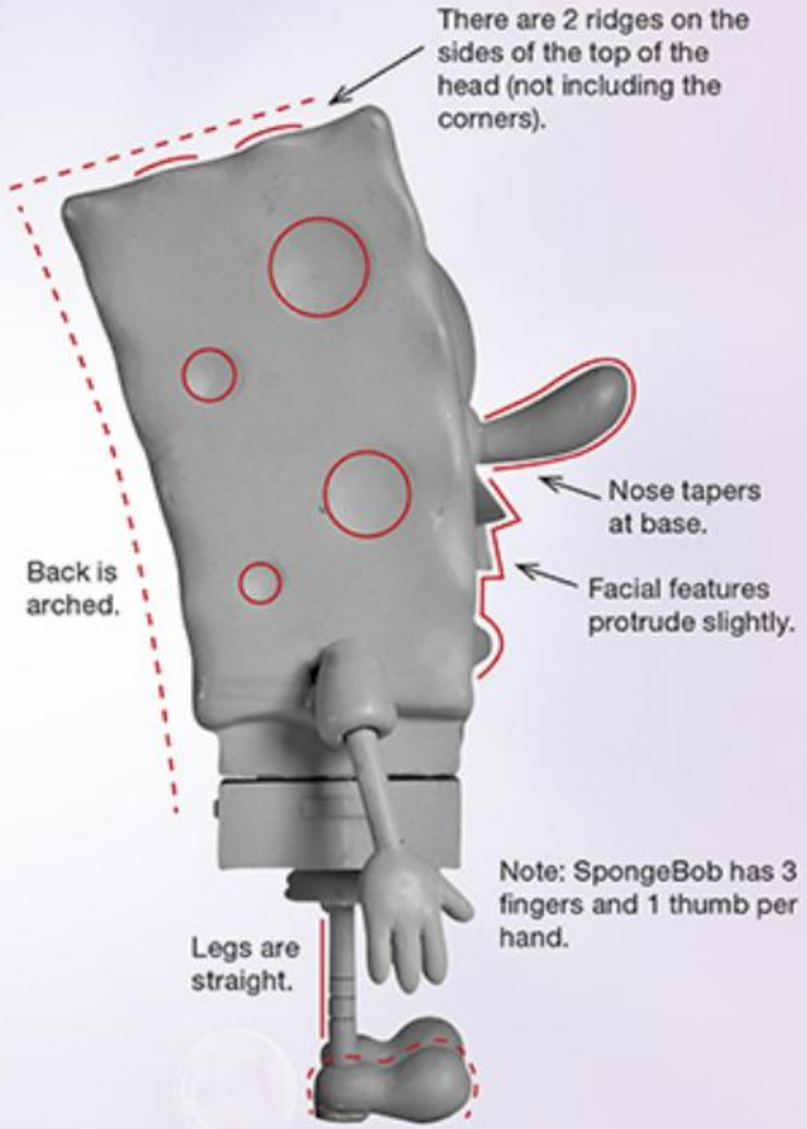
MAQUETTE CONSTRUCTION



Top of head spot reference.


Eyelashes are wedge-shaped. Center lash is slightly taller.
Note pupil and iris position when SpongeBob is looking straight ahead.
There are 4 ridges on each side of the face (not including the corners).
Nose is in center of face.
Cheeks are bean-shaped. 3 freckles per cheek.
Teeth taper towards top.
Pay attention to spot pattern.

All surfaces of his head should be smooth. Only the edges should have ridges.


There are 2 ridges on the sides of the top of the head (not including the corners).
Nose tapers at base.
Facial features protrude slightly.
Back is arched.
Note: SpongeBob has 3 fingers and 1 thumb per hand.
Legs are straight.

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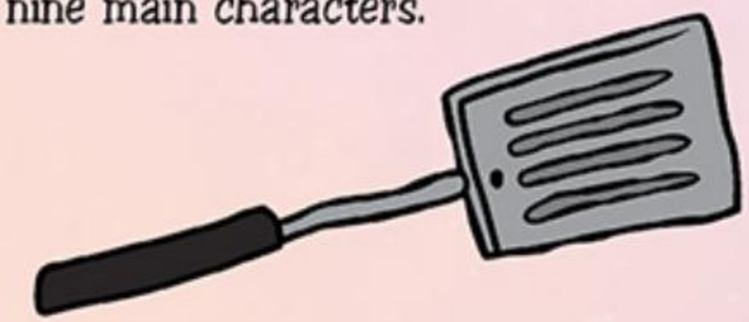
CHARACTER APPEAL

Use SpongeBob to represent the core attributes of the property. He's the star and entry point irrespective of age or gender. Because he's the most familiar character, he's also the most versatile in terms of design interpretation. Yellow is his defining color, but this sponge can wear other colors and patterns as well. He is able to morph into any shape. His iconic personality is brought into greater relief when combined with the other nine main characters.



IMPORTANT TO NOTE:

Always reflect SpongeBob's happiness, optimism, and loving nature through bright product design, exaggeratedly exuberant character art, and upbeat show quotes. SpongeBob can be used on products targeted to any age or gender. For artwork and poses suited to particular audiences, see SB_Creative_Strategy.pdf.

CALL
212-846-8158
FOR COSTUMED MASCOT RATES, AVAILABILITY & INFORMATION

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PATRICK

CORE ART

PRODUCT EXAMPLES

SpongeBob's best friend Patrick is casual and laid-back. He can sleep anywhere at any time and loves to lounge on the underside of his rock home. He is generally clueless to the workings of the watery world around him, but when it comes to being a good friend, Patrick's not at all ignorant.

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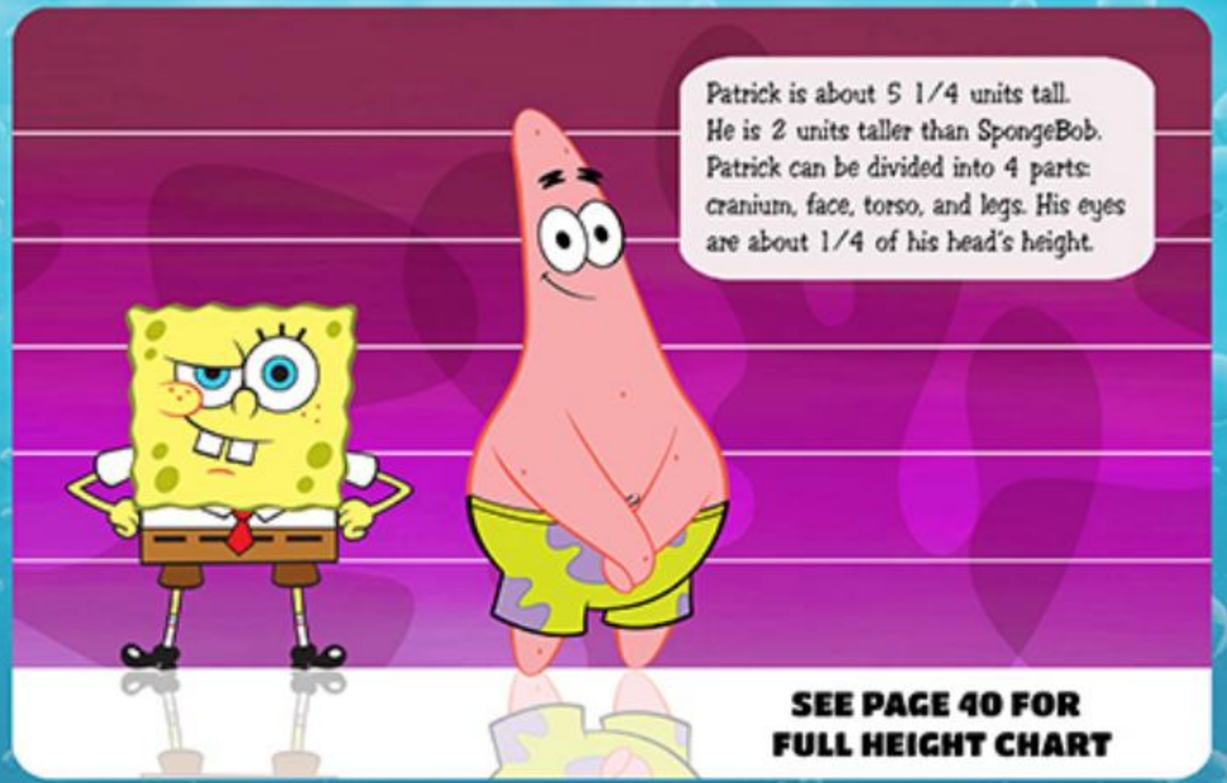
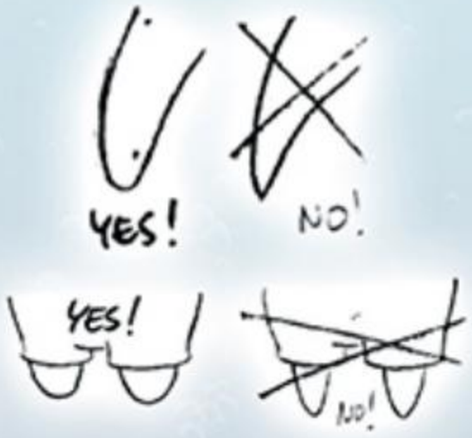
DESIGN & CONSTRUCTION: PATRICK


Patrick is about 5 1/4 units tall.
He is 2 units taller than SpongeBob.
Patrick can be divided into 4 parts:
cranium, face, torso, and legs. His eyes
are about 1/4 of his head's height.

SEE PAGE 40 FOR FULL HEIGHT CHART

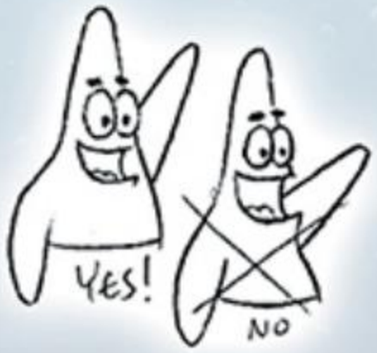
COLORS

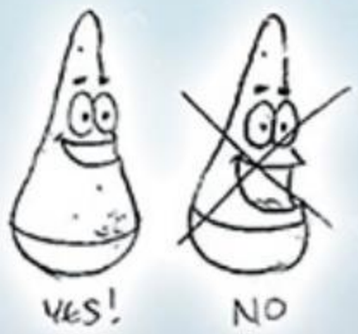
Body PMS 177 0/40/20/0	
Eyelids PMS 2635 20/20/0/0	Trunks PMS 382 20/0/100/0
Tongue PMS 1765 0/30/10/0	Flowers (Fill) PMS 2577 30/45/0/0
Tongue Outline PMS 194 0/90/55/35	Flowers (Outline) PMS 2725 60/50/0/0
Inside Mouth PMS 1815 70/100/100/0	Outline PMS Warm Red 0/80/80/0



Patrick's arms and feet should look thick, stubby, and soft, not overly thin or pointy.

If Patrick's arms are raised, use his "internal" mouth so it doesn't look like his limbs are coming from inside his mouth.





Keep the construction of Patrick's neck hole in mind to make sure his mouth stays out of his stomach region.

Patrick usually doesn't have defined hands, so when he wears a shirt, his sleeves should end about 1/2 of a unit above the ends of his arms.

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CHARACTER APPEAL

Use Patrick to represent friendship and the silly attributes of the property. He is a great friend and frequent comic relief. Because he's SpongeBob's best pal, he's the go-to additional character when creating products featuring more than just SpongeBob. Patrick highlights SpongeBob's loyalty as a friend and his willingness to try things that at first (okay, and sometimes after) might not seem like the best idea...

IMPORTANT TO NOTE:

Across age and gender, SpongeBob and Patrick are the favorite characters and generate the most product interest. If a product is missing something, consider adding a pop of pink with Patrick! See SB_Spring_09_Guide.pdf for Patrick poses that are approved for use on both girls' and boys' items.

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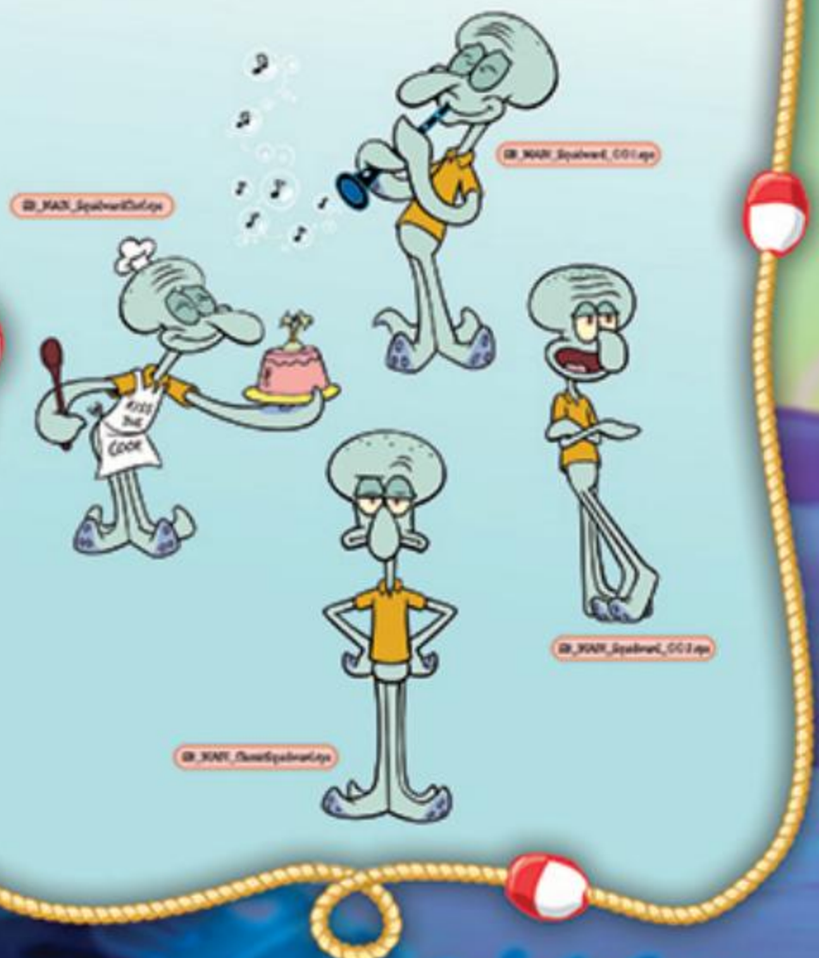
SQUIDWARD

CORE ART



PRODUCT EXAMPLES

Squidward is truly a creative genius, but nobody else seems to notice. He expresses himself through art, music, and dance. Squidward has no patience for his neighbors' nonsense. He'd rather play his clarinet or cook a gourmet meal than act silly. He's not cruel, he's just serious. He's not condescending, he's just direct. He's not a squid, he's an octopus!

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DESIGN & CONSTRUCTION: SQUIDWARD

Squidward can be divided into roughly 3 equal parts (plus neck) for an overall proportion of 5 1/4 units tall. His head is roughly the same height as his body and his legs and feet. He is about 2 units taller than SpongeBob.

SEE PAGE 40 FOR FULL HEIGHT CHART

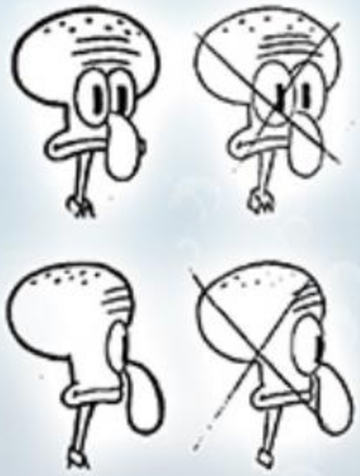
COLORS

Body PMS 558 20/0/15/5	
Eyelids PMS 557 30/0/20/15	Spots PMS 555 100/0/60/40
Eyes PMS 1205 0/0/25/0	Shirt PMS 131 0/30/100/10
Soles, Palms PMS 2705 40/25/0/0	Mouth, Pupils PMS 1815 70/100/100/0
Suction Cups PMS 272 50/40/0/0	Tongue PMS 177 0/40/20/0

Squidward's proportions are very important, but they can be difficult to figure out. Think of Squidward's head as made of two main parts: the cranium and the stalk.

Squidward's head is 4 eyes wide.

His eyes are 1/4 as wide as his head. His nose may look huge, but it's just a little bigger than one of his eyes.



Squidward's eyes should not be too big or googly!

When Squidward wears gloves or holds an item, he can have thumbs.

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CHARACTER APPEAL

Use Squidward to represent the antithesis of SpongeBob's optimism! He's the dark cloud hovering over Bikini Bottom. If he must, he will be there for SpongeBob, but he'll complain the whole time. Squidward is the yang to SpongeBob's yin. He's miserable and snooty, yet in a REAL pinch, he'll help out (if it's convenient for him).

IMPORTANT TO NOTE:

Squidward's sardonic quotes and personality are meant to contrast with SpongeBob's happiness and emphasize our hero's innocent, upbeat demeanor. Squidward should never be used to give products an angry or "edgy" vibe. If a Squidward quote or pose has not been approved for use on products and/or clothing, please contact your representative or refrain from using it.

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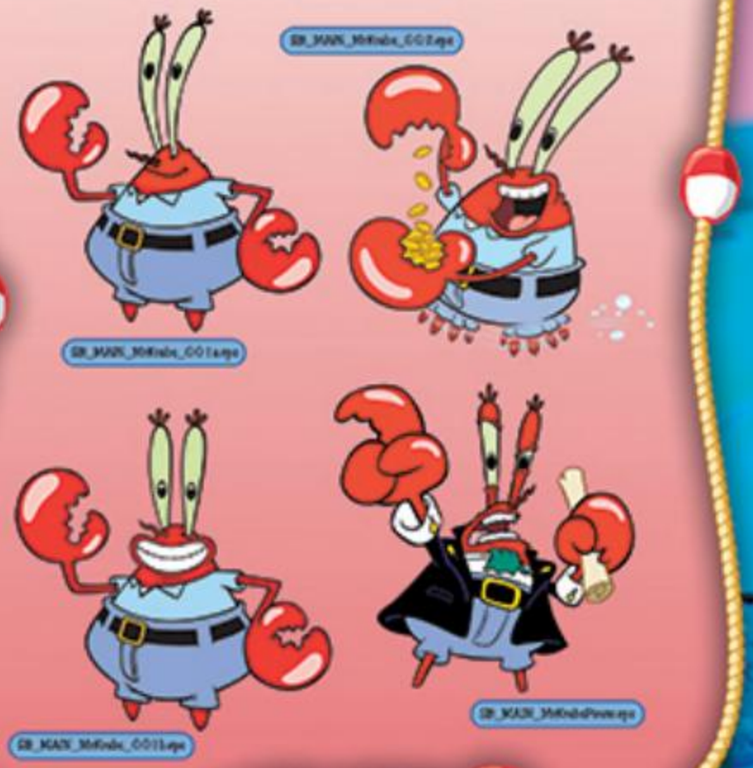
PRODUCT EXAMPLES

MR KRABS

Mr. Krabs is the penny-pinching owner of the Krusty Krab. Before he invested his cash in his own business, he was a sailor and a navy cadet—which is why he talks like a pirate and runs his restaurant like a ship captain. Though he finds SpongeBob's enthusiasm a constant source of aggravation, Mr. Krabs genuinely loves his employees. After all, they're the ones making him money! The only thing more valuable to him than cold, hard cash is his daughter Pearl.

CORE ART



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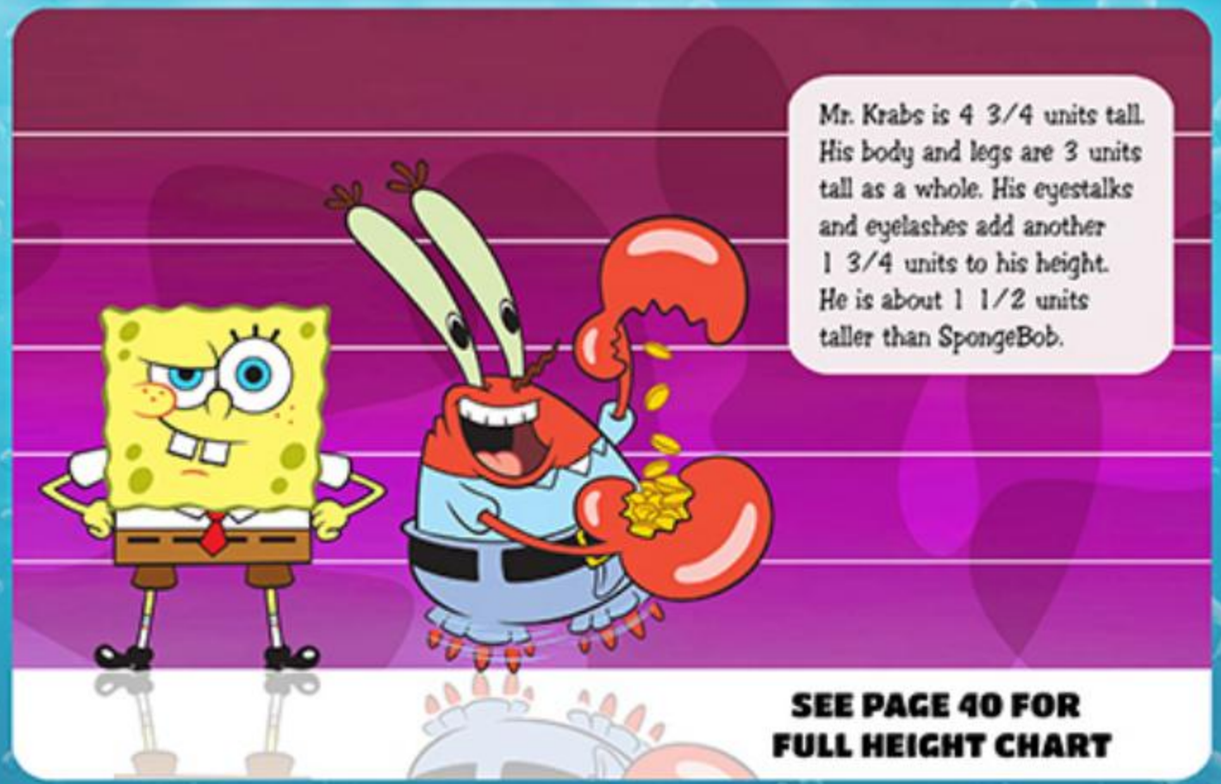
DESIGN & CONSTRUCTION: MR. KRABS



Mr. Krabs is 4 3/4 units tall. His body and legs are 3 units tall as a whole. His eyestalks and eyelashes add another 1 3/4 units to his height. He is about 1 1/2 units taller than SpongeBob.

SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Body
PMS Red 032
0/85/85/0

Claw Highlights
PMS 176
0/25/15/0

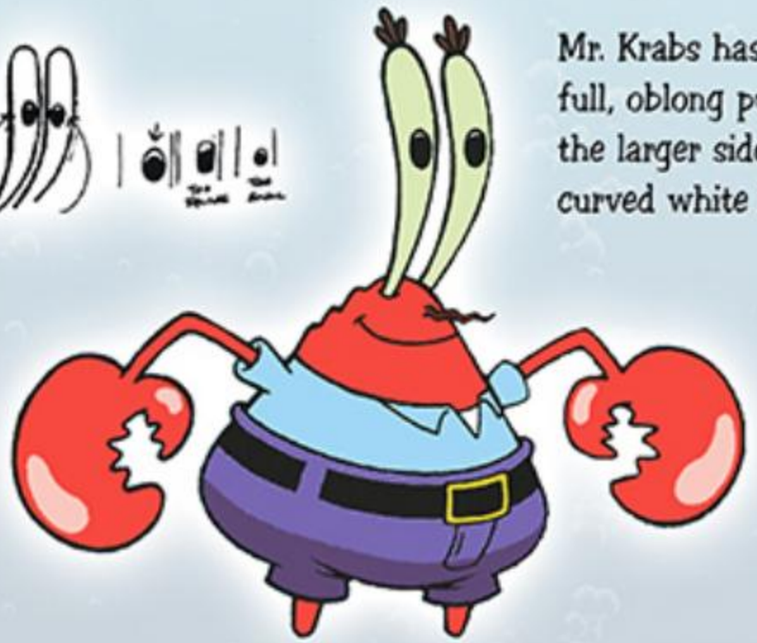
Shirt
PMS 291
30/0/0/0

Eyes
PMS 366
15/0/35/0

Pants
PMS 2716
35/20/0/0

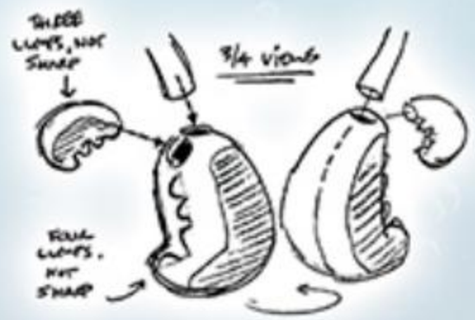
Lashes, Nose
PMS 181
40/90/100/25

Belt Buckle
PMS 123
0/20/100/0



Mr. Krabs has long eyestalks with full, oblong pupils. His pupils are on the larger side and always have a curved white highlight on the tops.

Mr. Krabs' claws are round and thick, not sharp or pointy. They are like bottom-heavy boxing gloves with lumpy, full edges.



Mr. Krabs has a pirate/sailor motif. If a product calls for a seafaring theme, consider using his pirate outfit.

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CHARACTER APPEAL

Use Mr. Krabs as the miserly but mentor-like boss figure. Despite his love for money, he truly cares for SpongeBob, who looks up to him with admiration. More than anything, though, Mr. Krabs loves his daughter. He'd never admit it, but he'd give up his fortune for Pearl if he had to. He also highlights SpongeBob's emphatic, unwavering trust.

IMPORTANT TO NOTE:

Mr. Krabs' penny-pinching nature can make him seem selfish at times, but deep down, he is a good-hearted crab. He is just as protective of his loved ones as he is of his riches. His character should never be used to imply that SpongeBob is somehow anti-business. Try to emphasize Mr. Krabs' fatherly relationships with both Pearl and SpongeBob by using group poses and compositions.

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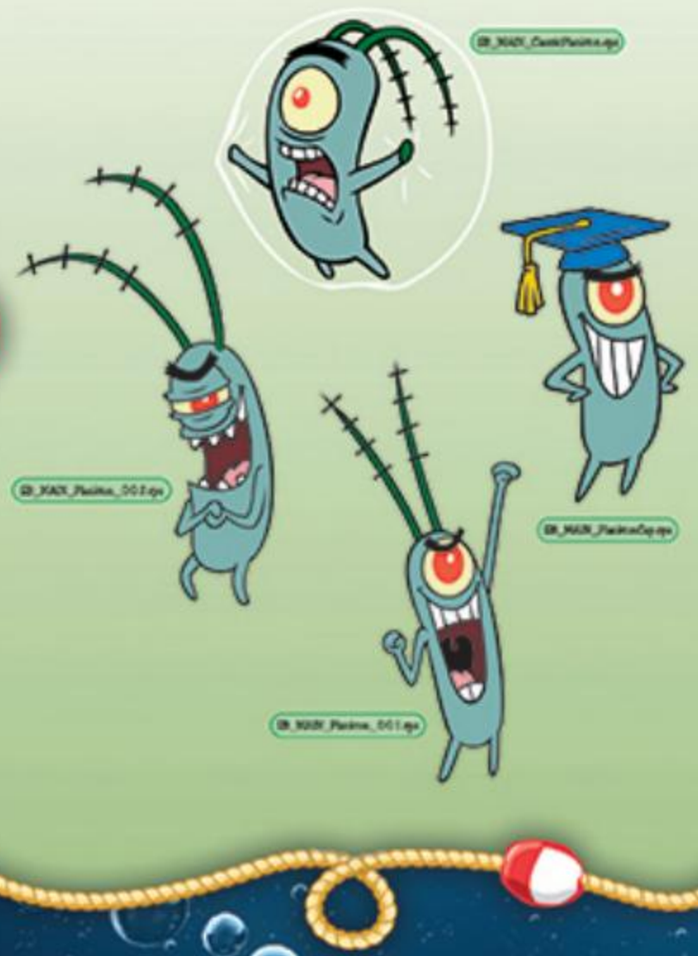
PLANKTON

CORE ART



Don't be fooled by his minuscule size—Sheldon J. Plankton is a villain with big plans and a big laboratory. He'll stop at nothing until he steals the secret Krabby Patty formula and rules the world with his computer Karen by his side. Plankton acts grumpy and short-tempered, but that's just his determination letting itself be known.

PRODUCT EXAMPLES

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DESIGN & CONSTRUCTION: PLANKTON

Plankton is really, really small! He stands at just two units tall, counting his antennae. His size is his greatest insecurity, but it's also his most recognizable and iconic trait. Make use of compositions that emphasize Plankton's shortness to comic effect, but keep in mind that unlike the others, his size CAN be adjusted to ensure that he's visible on products. Refer to SB_Fall04.pdf for guidelines on adjusting Plankton's size.

SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Body
PMS 556
40/0/20/20

Antenna, Palms
PMS 349
100/0/100/40

Tongue
PMS 177
0/40/20/0

Eye
PMS 393
5/0/35/0

Inside Mouth
PMS 1815
70/100/100/0

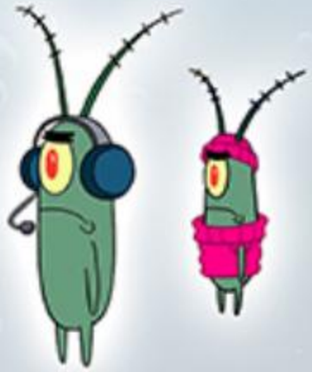
Pupil
PMS Warm Red
0/80/80/0

Teeth
White
0/0/0/0

The sizes of objects relative to Plankton can be exaggerated in close-up shots. So can his strength—he can steal a Krabby Patty twice his size, using nothing but his stubby little hands!

Plankton's eye always has a white highlight in the center. It works like a smaller pupil and never moves or changes, even when he's in the dark.

Plankton's antennae function more like an over-the-top hairpiece than ears or feelers. When he needs to wear headgear, he'll wear it around his head, not on top of his antennae.



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CHARACTER APPEAL

Use Plankton as the hilarious, ineffective villain. Because he's so inept, he'll never get the Krabby Patty formula, but he'll continue to try. He and Karen are a truly inseparable duo; no squabble can ever keep them apart for long, since Plankton is so incompetent that he even needs her to remind him to blink. His relationship with Karen adds a touch of romance and drama to the show. Plankton highlights SpongeBob's innocence, since SpongeBob believes Plankton is a good guy inside.

IMPORTANT TO NOTE:

Plankton is not a solo villain. He and Karen are a team of two who plot and scheme together. Plankton should never be portrayed as an insensitive loner or as a stereotypical cartoon bad guy; rather, try to put focus on his romantic and sympathetic sides. See SB_Fall04.pdf for Plankton's full bio and key phrases.

PLANKTON IS NOT AVAILABLE AS A MASCOT. CALL 212-846-8158 FOR DETAILS ON FLOATS & OTHER ALTERNATIVES!

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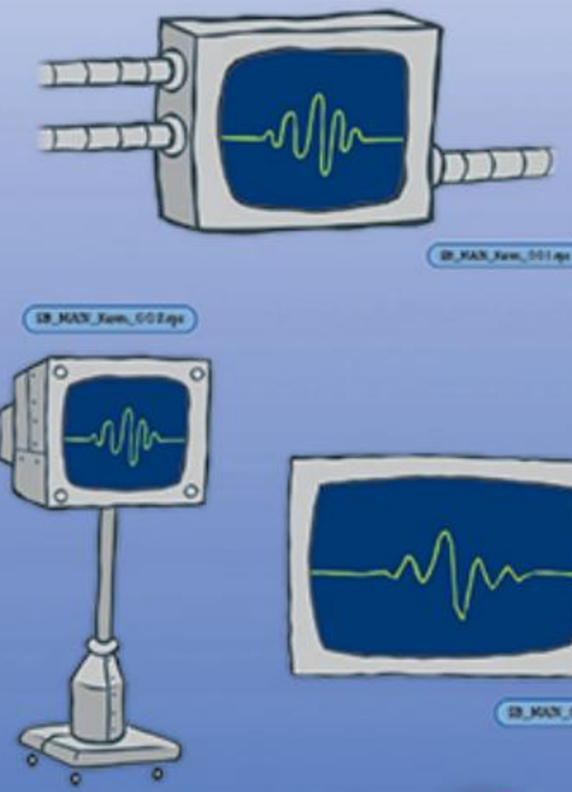
KAREN

PRODUCT EXAMPLES

Sharp and analytical, Karen the computer wife is Plankton's best and only friend. She gives him great advice in the form of snarky one-liners. She is always there to give Plankton ideas to steal the Krabby Patty and to calm him down after each miserable failure. Although she comes off as cold-hearted, Karen is secretly hard-wired for romance!

CORE ART



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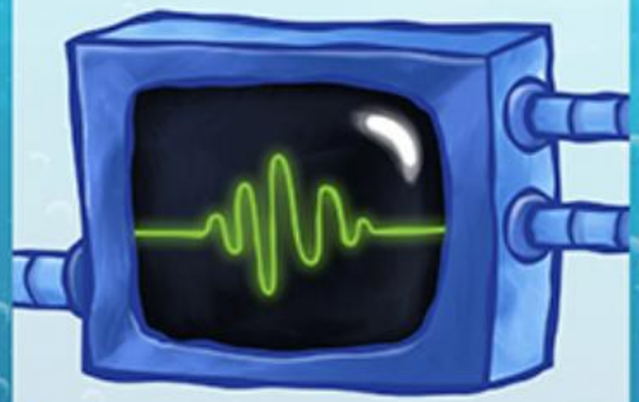
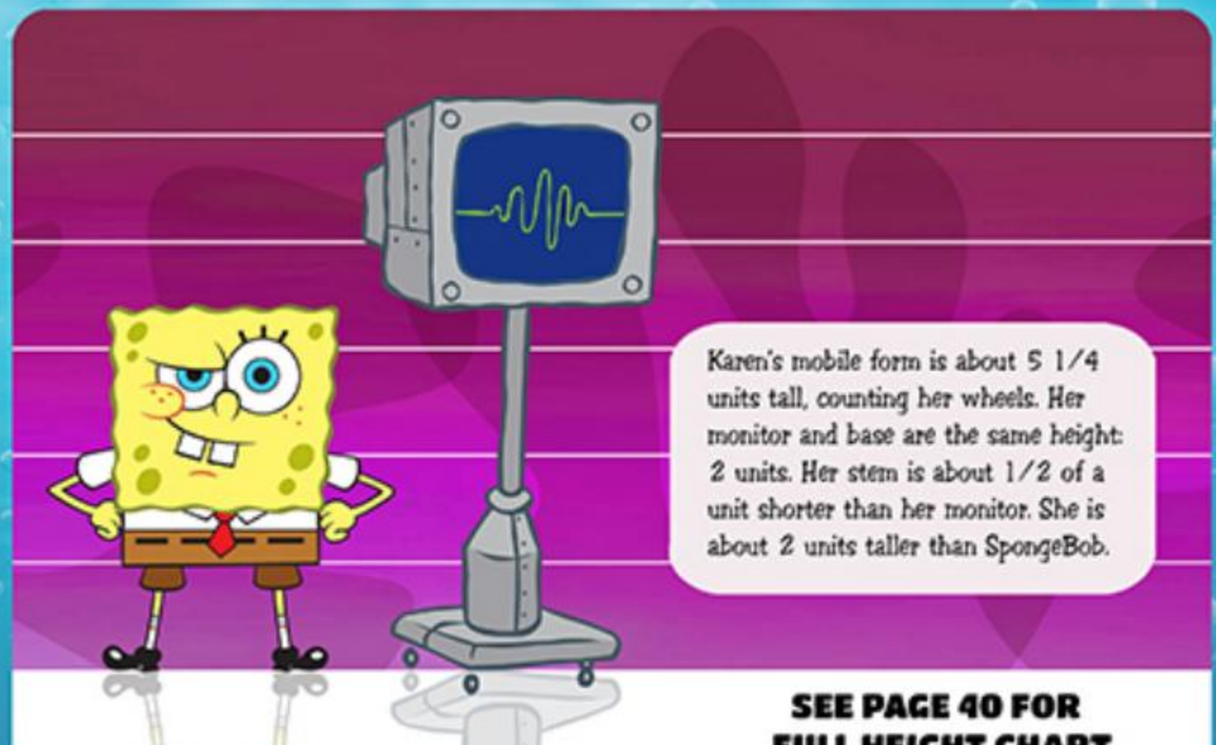
DESIGN & CONSTRUCTION: KAREN





Karen's mobile form is about 5 1/4 units tall, counting her wheels. Her monitor and base are the same height: 2 units. Her stem is about 1/2 of a unit shorter than her monitor. She is about 2 units taller than SpongeBob.

SEE PAGE 40 FOR FULL HEIGHT CHART

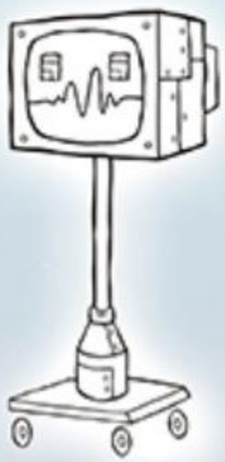
COLORS

(1) = Blue forms
(2) = Silver forms

Neon Line PMS 382 20/0/100/0	
Screen, Outline (1) Black 100/79/44/93	Screen (2) PMS 2728 96/69/0/0
Stem Detail (1) PMS 442 8/0/9/19	Wheels Center (2) PMS Cool Gray 2 0/0/0/10
Stem Detail (1) PMS Cool Gray 2 0/0/0/10	Shadow (2) PMS 423 50/35/35/0
Monitor (1) PMS 2727 80/40/0/0	Monitor, Stem (2) PMS 429 5/0/0/35
Buttons (1) PMS Red 032 0/85/85/0	Wheels, Outline (2) PMS 432 25/0/0/80

Karen is unique among the cast—she has no single "look." She is a computer program and can show up on any screen. The only constant is that she is always a neon green line on a dark (black or blue) screen.

The computers and monitors that Karen appears on can be either silver or blue. For general and boys' merchandise, art of Karen's silver forms should be used. For girls' products, use the blue variants, available in SB_Refresh_Guide_REV.pdf.



Karen is old-fashioned (but not outdated!). Her outlines are wavy and uneven, and her monitor has lots of intricate panels and bolts keeping it together. Think of her as if she was built from junkyard scraps and elbow grease.

Karen's screen can show any symbol to display an idea or her current emotion. Her mobile form has detachable robo-arms so she can hold things like a person would.

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CHARACTER APPEAL

Use Karen to represent super smarts and cool technology. She's much more than an average computer; she's the smartest resident of Bikini Bottom and the most advanced machine under the sea! More than anything, Karen is known for her dry and witty comments. Her sarcastic personality is best portrayed through quotes from the show.

IMPORTANT TO NOTE:

Because Karen is so closely connected with Plankton in the show, she should generally appear in conjunction with him. Stand-alone toys and merchandise are good choices for Karen, but for any image or product that includes a grouping of three or more characters, she shouldn't appear without him.

KAREN IS NOT AVAILABLE AS A MASCOT. CALL 212-846-8158 FOR DETAILS ON FLOATS & OTHER ALTERNATIVES!

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SANDY

CORE ART

Sandy the squirrel is an adventurer and explorer. Her love for visiting strange places and meeting different people brought her from the air-filled land of Texas to the ocean floor, where she lives in a big glass Treedome and wears an astronaut suit to breathe. She's nuts for physical fitness and extreme sports—and maybe even nuts for nuts.

PRODUCT EXAMPLES

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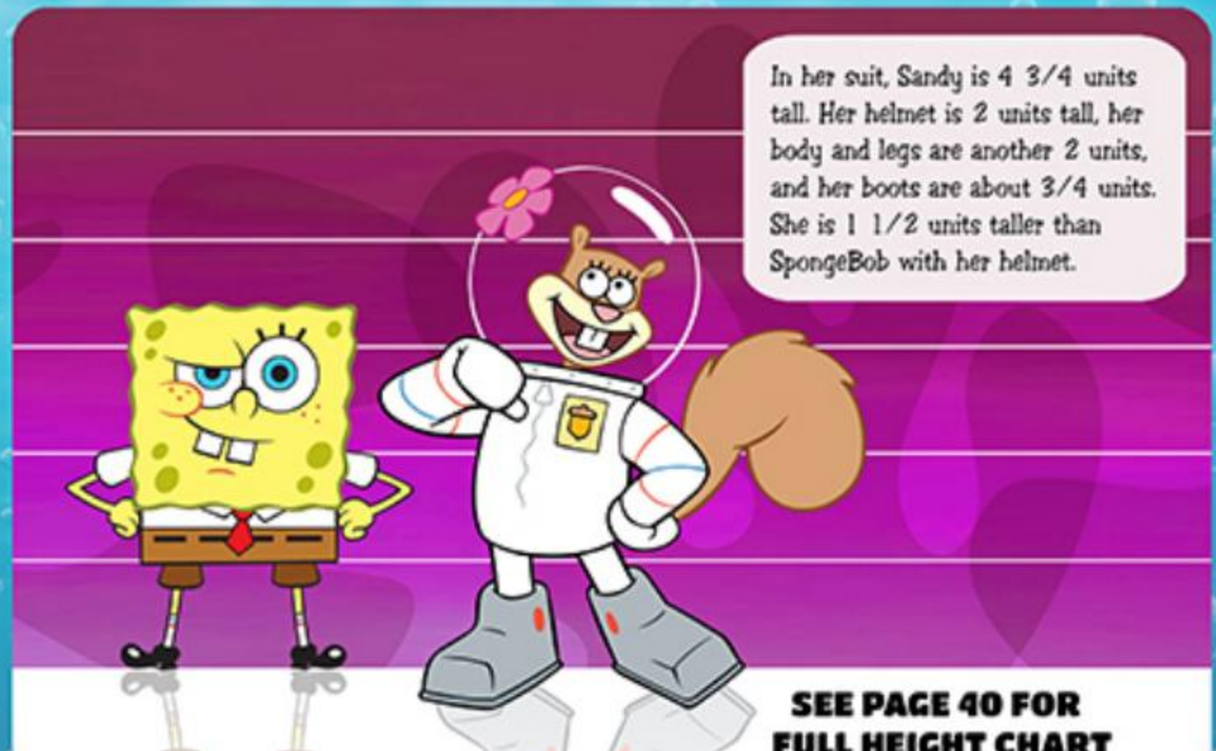
DESIGN & CONSTRUCTION: SANDY

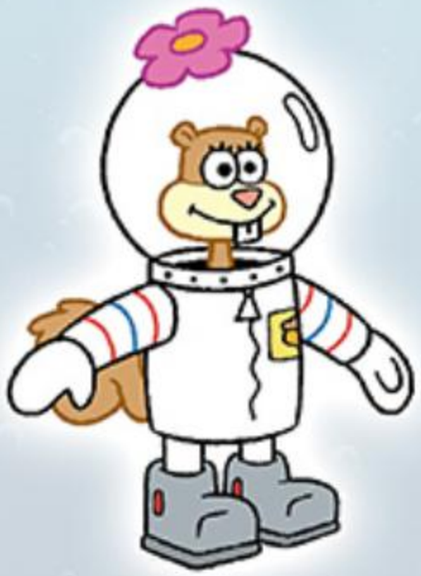


In her suit, Sandy is 4 3/4 units tall. Her helmet is 2 units tall, her body and legs are another 2 units, and her boots are about 3/4 units. She is 1 1/2 units taller than SpongeBob with her helmet.

SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Body PMS 729 0/31/62/18	Body Outline PMS 724 30/70/100/30
Cheeks PMS 1205 0/0/25/0	Inside Mouth PMS 1815 70/100/100/0
Nose, Tongue PMS 177 0/40/20/0	Patch Detail PMS 729 0/31/62/18
Flower (Petals) PMS 237 5/15/0/0	Patch Detail PMS 137 0/35/90/0
Flower (Center) PMS 137 0/35/100/0	Patch Detail PMS 121 0/5/50/0
Flower (Outline) PMS 240 20/100/0/0	Boots, Details PMS 429 5/0/0/35
Outfit Details PMS Red 032 0/95/95/0	Soles PMS 432 25/0/0/80
Outfit Details PMS 2727 60/40/0/0	Outfit, Teeth White 0/0/0/0



A common error is drawing Sandy's head too big for her helmet. Her eyes are at the midpoint of the helmet, and there is 1/2 of a head of space between her eyes and the edges of the helmet.

Sandy's ears and nose should be rounded off, not pointy. Her teeth are only divided halfway and don't taper off at the bottom.

Sandy's legs can be longer when she is running or kicking.

When Sandy is in the Treedome, she wears a purple bathing suit.

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CHARACTER APPEAL

Use Sandy to represent friendship and adventure/sports! Sandy's the catalyst for SpongeBob diving into sports and becoming an unwitting subject for her scientific experiments. She is a free spirit and takes a back seat to no one! She highlights SpongeBob's willingness to try new activities. She also shows strong friendship between "people" of very different cultures.

IMPORTANT TO NOTE:

Sandy is a very complex character, with two equally important facets to her personality: her love for extreme sports, and her love for science experiments. These may sound farther from each other than Texas and the ocean, but they're easy to convey together through show quotes and call-outs. Consider using the poses and phrases from SB_SS14_SD.pdf to represent both of Sandy's hobbies!

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PRODUCT EXAMPLES

MRS PUFF

Mrs. Puff is SpongeBob's teacher at Boating School, where she teaches students how to drive boats just like cars. SpongeBob loves learning from Mrs. Puff and knows the answer to every question on the oral exam, but always freaks out and crashes (with poor Mrs. Puff inside the vehicle) when it's time for the driving test. Although she's very patient, Mrs. Puff tends to literally blow up whenever she's faced with stress, scares, or SpongeBob.

CORE ART

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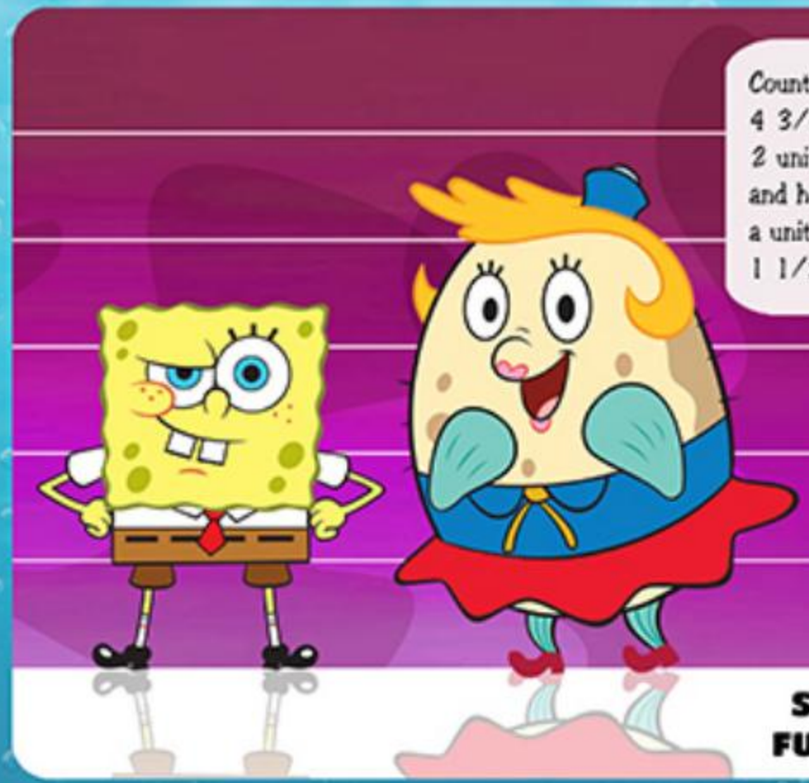
DESIGN & CONSTRUCTION: MRS. PUFF



Counting her hat, Mrs. Puff is about 4 3/4 units tall. Her body makes up 2 units, her dress is 1 3/4 units tall, and her hat and legs are each 1/2 of a unit. Mrs. Puff is a little more than 1 1/2 units taller than SpongeBob.

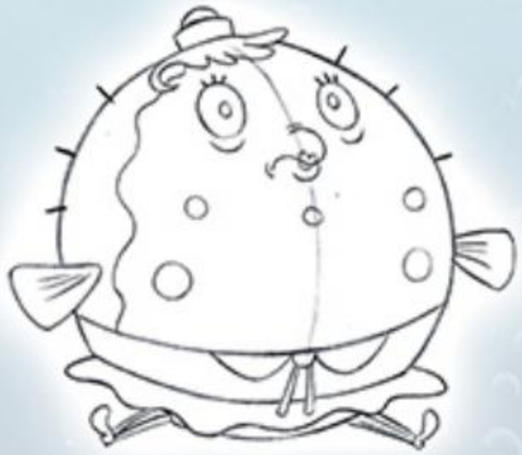
SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Face, Body PMS 1205 0/0/25/0	Hair, Tie PMS 123 0/20/100/0
Spots, Back PMS 729 0/31/62/18	Hair Outline PMS 131 0/30/100/10
Fin Lines PMS 555 100/0/60/40	Shoes PMS 484 10/100/80/18
Fins PMS 557 30/0/20/15	Lips, Tongue PMS 1765 0/30/10/0
Hat, Outfit PMS 2728 96/69/0/0	Lips, Tongue Outline PMS 194 0/90/55/35
Skirt PMS Red 032 0/85/85/0	Inside Mouth PMS 1815 70/100/100/0

When Mrs. Puff is seen close up, her eyes have bags under them.

Mrs. Puff's teeth are a single, rounded shape—think of them like the mouthguard of a boxer. Her teeth don't extend beyond the edge of her beak.



When Mrs. Puff is in a boat crash or gets scared, she puffs into a ball.

Mrs. Puff's fins can be made longer when she wears sleeves.

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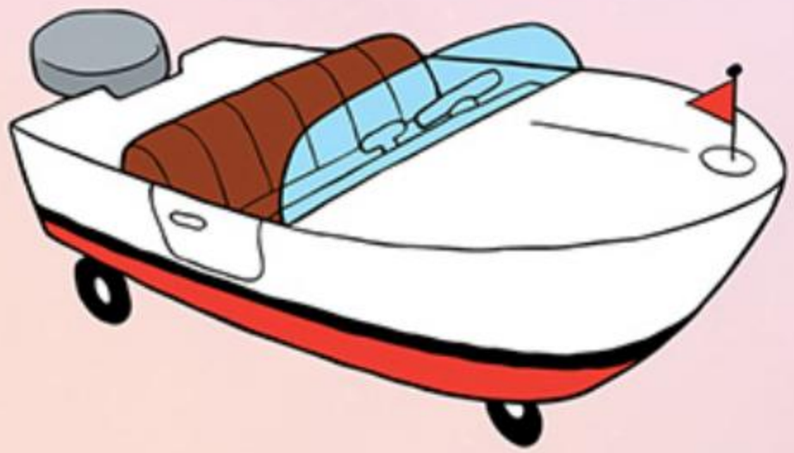
CHARACTER APPEAL

Use Mrs. Puff to represent authority to SpongeBob, and unfulfilled dreams to everyone else! For SpongeBob, Mrs. Puff represents one of the most honorable professions, the teacher. She highlights SpongeBob's failings as a student, but also his desire to never give up (even if she already has!).



IMPORTANT TO NOTE:

Mrs. Puff is a teacher, not just a driving instructor. Her business is run like an elementary school classroom, allowing for school-centric stories that are relatable and understandable to kids and adults of all ages. Make sure never to imply that she is just a driver's ed coach, and try to use the classroom prop artwork available in SB_Spring_2011_Hookbook.pdf.

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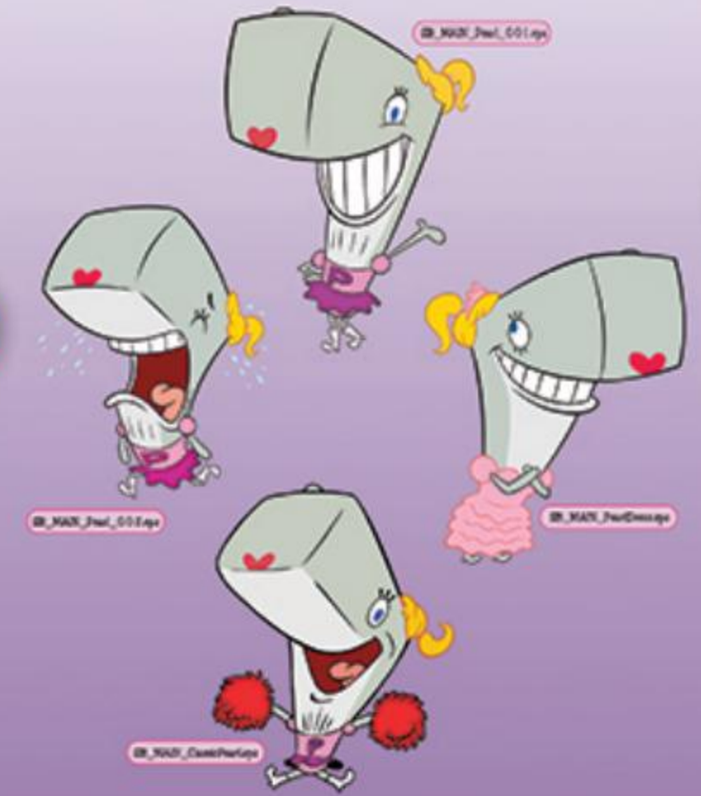
PEARL

CORE ART



PRODUCT EXAMPLES

Pearl wants nothing more than to fit in with the fish folk of Bikini Bottom, but it's a little difficult for her since she happens to be the biggest teenager on the planet. Her interests are shopping, music, and boys—especially shopping for music from her favorite boy bands.

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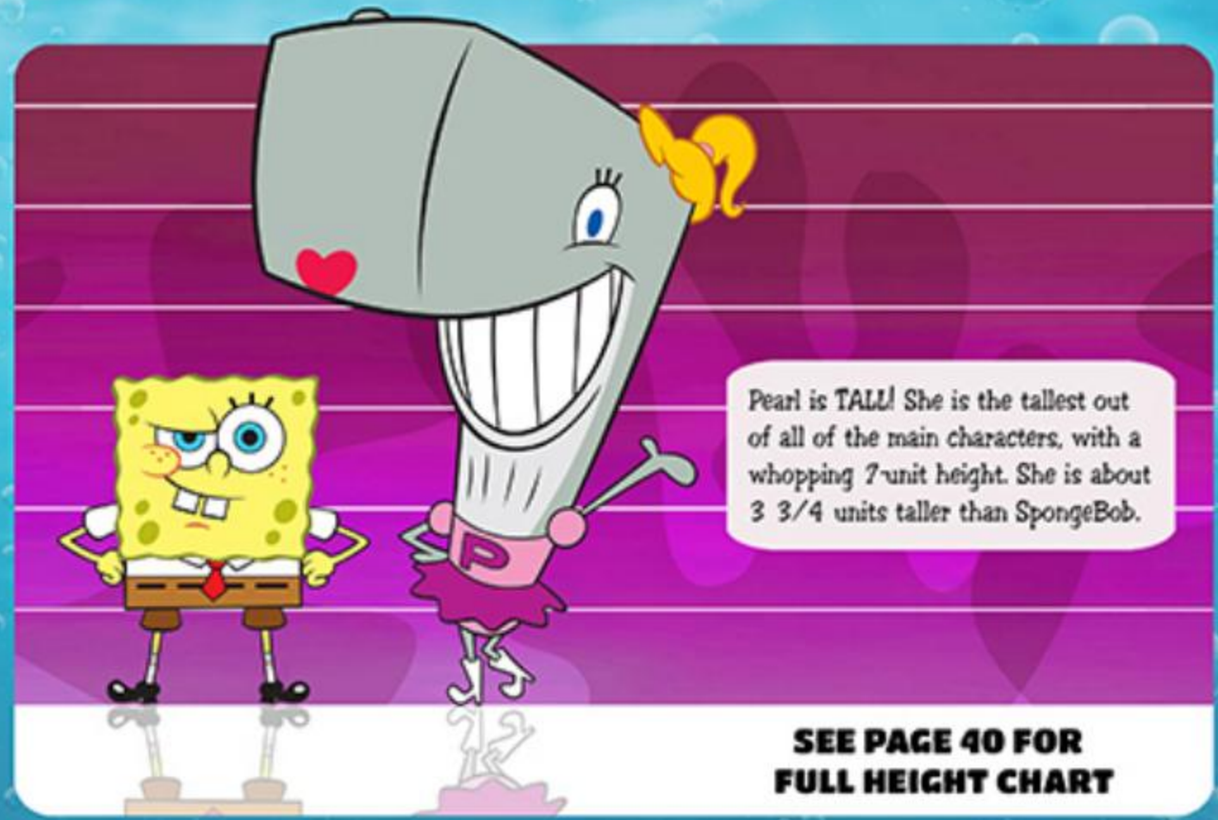
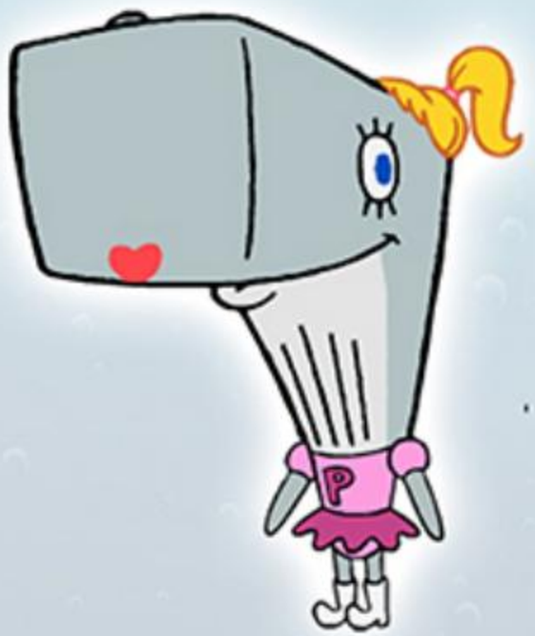
DESIGN & CONSTRUCTION: PEARL


Pearl is TALL! She is the tallest out of all of the main characters, with a whopping 7-unit height. She is about 3 3/4 units taller than SpongeBob.

SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Heart PMS Red 032 0/85/85/0	
Body PMS 442 8/0/9/19	Inside Mouth PMS 478 69/87/100/0
Neck PMS Cool Gray 2 0/0/0/10	Tongue PMS 177 0/45/40/0
Hair PMS 116 8/16/100/0	Pupils PMS 2728 96/69/0/0
Hair Outline PMS 471 0/56/100/18	Dress, Scrunchie PMS 223 0/46/0/0
Boots, Teeth White 0/0/0/0	Dress PMS 240 18/94/0/0

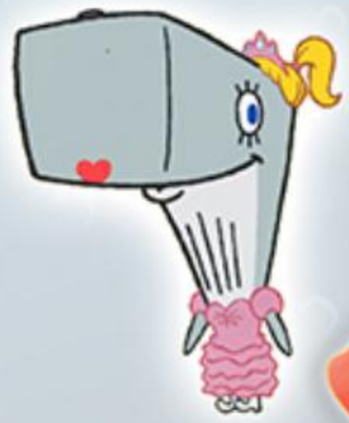


Pearl's flippers are long, rounded tubes. Her sleeves are spheres with small openings for her flippers, similar to pool floaties.

Pearl has a spout on top of her nose. When the top of her head is visible, it is drawn in the shape of a doughnut.

Pearl has 6 eyelashes: 3 on the top and 3 on the bottom. When she makes a big smile, her cheek goes over her bottom eyelashes.

Pearl's body is 1/2 the size of her head and neck, so all of her outfits will look very small in comparison.



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CHARACTER APPEAL

Use Pearl to represent the ultimate teen girl! Pearl wants nothing more than to be at the mall with her friends. She's, like, totally embarrassed by SpongeBob and her dad. And Squidward? Puhleese! He is such a bummer! Pearl highlights SpongeBob's naiveté and cluelessness in the ways of teens. She also lets us know that after working for Mr. Krabs for so long, SpongeBob's like part of the family.

IMPORTANT TO NOTE:

Pearl is Mr. Krabs' biological daughter, but the backstory behind their species difference is NEVER explained or even alluded to. The Krabs family is meant to depict a non-traditional family unit, and the absence of Pearl's mother is not something that the show or its merchandise will ever address. Mr. Krabs loves his daughter more than he loves money, and that's what's important!

CALL 212-846-8158 FOR COSTUMED MASCOT RATES, AVAILABILITY & INFORMATION

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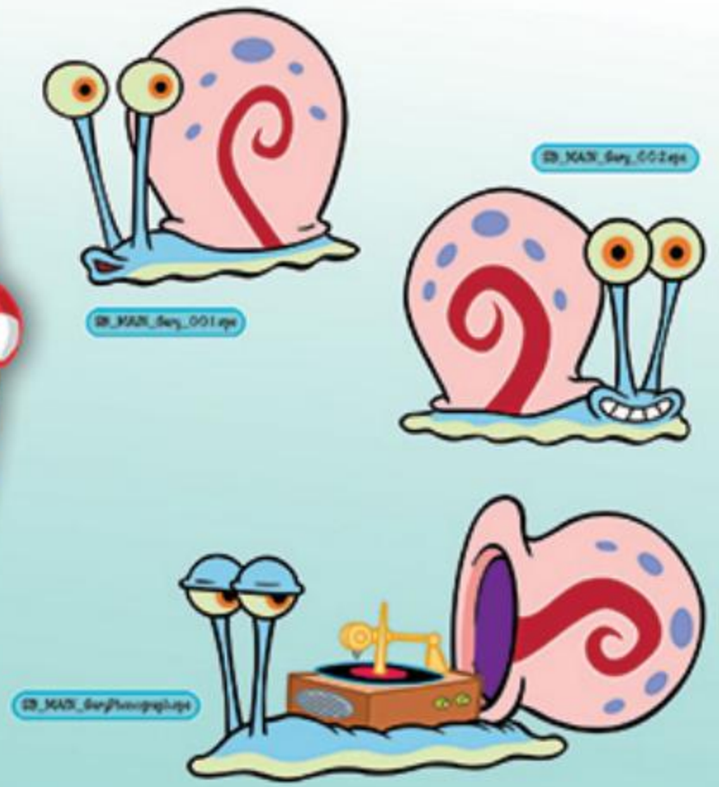
GARY

CORE ART



PRODUCT EXAMPLES

Gary is SpongeBob's pet sea snail who lives with him in their pineapple abode. He is a cultured little guy with a penchant for record players and wearing nice shoes. It may look like Gary hides behind a shell, but he is just a big softie inside, and SpongeBob loves him for it. Gary usually doesn't have much to say, but still expresses himself by meowing like a cat.

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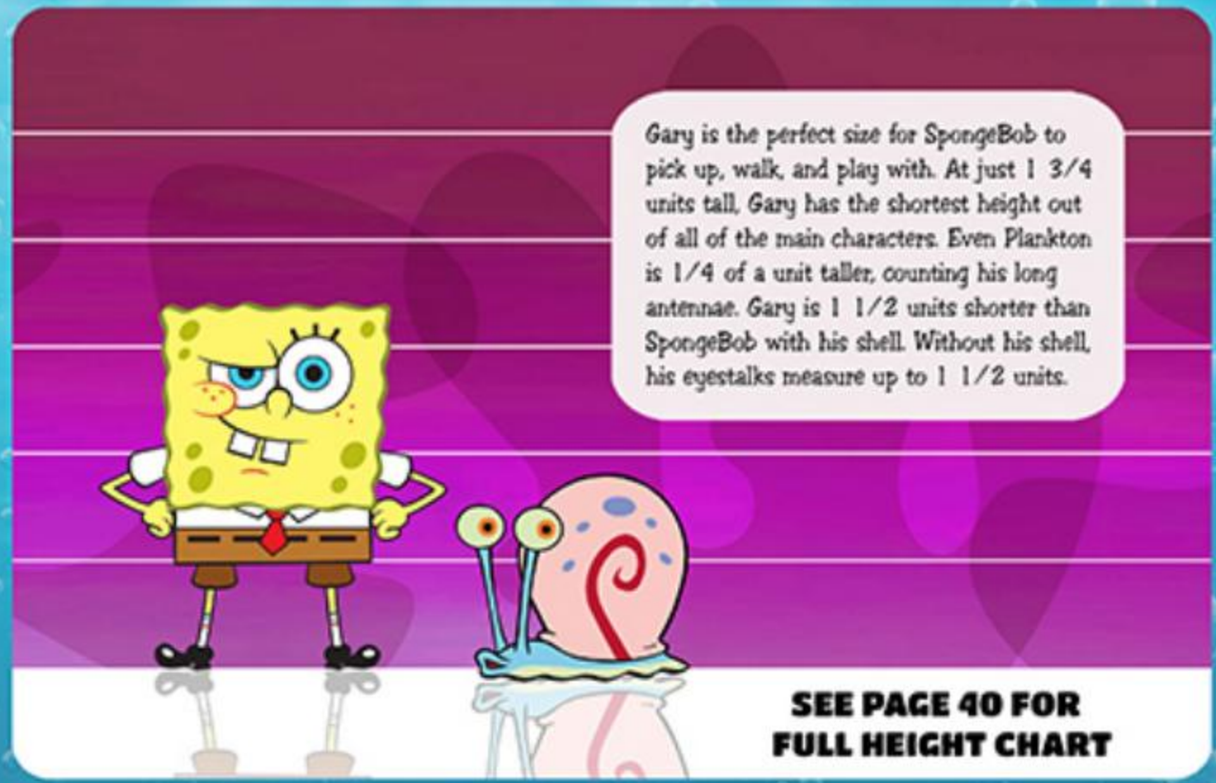
DESIGN & CONSTRUCTION: GARY



Gary is the perfect size for SpongeBob to pick up, walk, and play with. At just 1 3/4 units tall, Gary has the shortest height out of all of the main characters. Even Plankton is 1/4 of a unit taller, counting his long antennae. Gary is 1 1/2 units shorter than SpongeBob with his shell. Without his shell, his eyestalks measure up to 1 1/2 units.

SEE PAGE 40 FOR FULL HEIGHT CHART

COLORS

Shell
PMS 176
0/25/15/0

Body
PMS 297
40/0/0/5

Inside Mouth
PMS 1815
70/1000/100/0

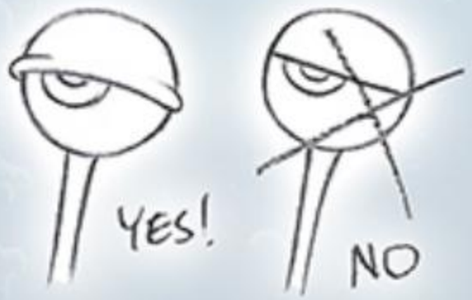
Body, Eyes
PMS 366
15/0/35/0

Swirl
PMS 484
10/100/80/18

Iris
PMS 1655
0/60/90/0

Spots
PMS 272
50/40/0/0

All of the characters have thick, overlapping eyelids. Since Gary's eyes are balls on stalks, his are probably the most noticeable. Never draw them as thin, flat lines that just bisect the eyeball.



Gary can tuck in his eyestalks or hide inside of his shell when he is scared or surprised.

Gary may be a snail, but he's anything but slow-moving and boring. This fun-loving pet loves to dress up and wear costumes—which he puts on top of his shell and eyeballs.

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CHARACTER APPEAL

Use Gary to represent the friendship of a beloved pet. He often proves to be a voice of reason for SpongeBob, making him "the smart one" in the SquarePants residence. It almost goes without saying: Gary is cute, and very popular with younger fans. He highlights SpongeBob's dedication as a protector and a reliable (and loyal) friend. He also showcases whatever sense of adult responsibility SpongeBob might have.

IMPORTANT TO NOTE:

Gary isn't a tag-along pet sidekick, and he doesn't accompany SpongeBob at the Krusty Krab or Boating School. He is a house snail and likes it that way! He shouldn't be used on any composition set outside of SpongeBob's home, unless it is a group shot or specifically shows SpongeBob walking Gary.

GARY IS NOT AVAILABLE AS A MASCOT. CALL 212-846-8158 FOR DETAILS ON FLOATS & OTHER ALTERNATIVES!

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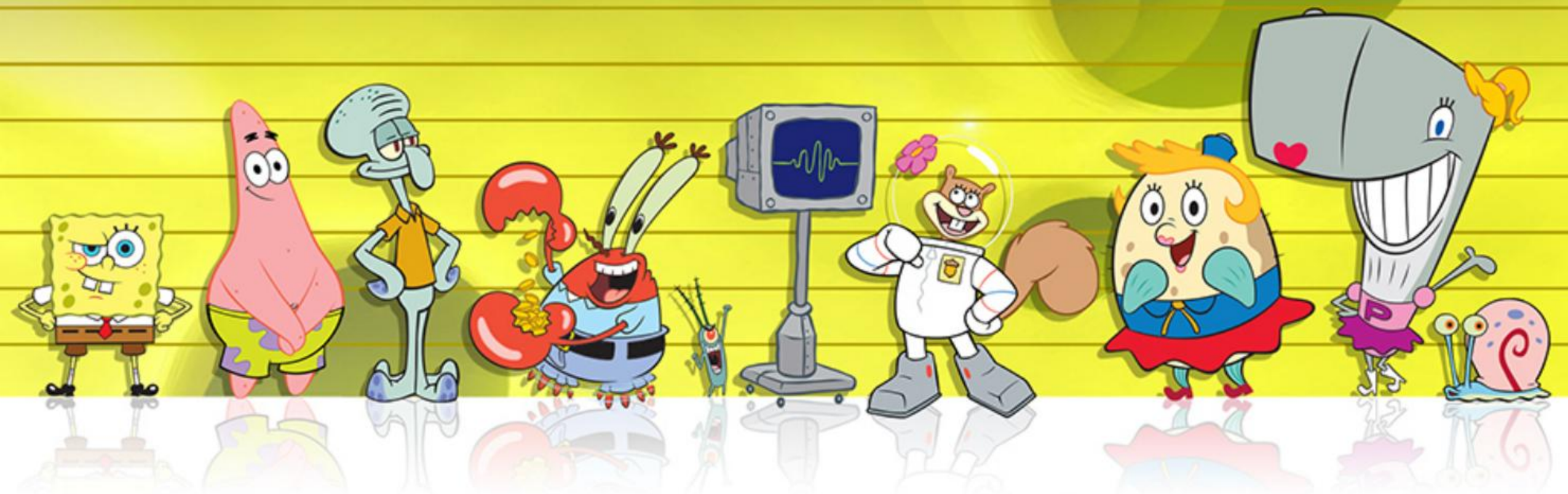
THE LINEUP

They're manic. They're emotional. They're squiddly. They're diabolical. And they come in all shapes and sizes. But they have to stay relative—especially those who ARE relatives! This size and height lineup should be used for reference when grouping more than two characters.



USE THESE FOUR GUIDELINES FOR SUCCESSFUL GROUP COMPOSITIONS:

TANGENTS – Look for unusual spaces and shapes created when two characters overlap.

OVERLAPS – Make sure that characters in the back of groups do not overlap characters that are in the front.

SCALING – Use correct scale, especially when characters are very close to one another.

ORIENTATION – Use perspective and orientation in a way that makes sense with all characters.

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SUPPORTING CAST

PATCHY

Patchy the Pirate is the host of the SpongeBob SquarePants specials. He is the self-appointed president of the SpongeBob fan club and dreams of meeting his square idol someday. He hosts the show from his quaint home in Encino and drives a rowboat that inexplicably works on both the road and the water. Patchy has a lot in common with SpongeBob, especially the tendency to get into trouble without really trying!

POTTY

Potty is Patchy's wisecracking pet parrot who looks suspiciously like a puppet on strings. This little bird is a scene stealer, always one-upping and annoying Patchy during their host segments. Though they're prone to bickering, Patchy and Potty are united by their shared adoration for SpongeBob.

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The French Narrator is a scuba diver and nature documentary filmmaker, akin to Jacques Cousteau. Like the sea creatures he studies, his roles are varied: sometimes he introduces SpongeBob's stories, and other times, he just reads the time cards. He never reveals his face to the audience, so what he looks like is a mystery.

SpongeBob's favorite superhero, Mermaid Man, has accomplished so many feats that he can't remember a single one. This elderly man still has superpowers, including the ability to speak with the creatures of the deep. Due to his old age, however, his fish senses aren't as keen as they used to be. He has an irrational fear of a force called "EEEEVILLL!!!" that he is always watching out for.

Barnacle Boy is Mermaid Man's sidekick and Patrick's favorite superhero. He has a great memory and can tell long stories about all the times he saved the ocean in his youth. Too bad Mermaid Man gets all the credit! Now that he has retired, Barnacle Boy's duties are limited to cleaning the Invisible Boatmobile.

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The Flying Dutchman haunts the seven seas in a ghostly pirate ship. He loves nothing more than practicing the fine art of scaring—something he has tried to master over thousands of years. His status as a Halloween legend in Bikini Bottom is a bit of a misnomer; the Flying Dutchman is more annoying than he is frightening.

Oh, dear Neptune! King Neptune is the almighty ruler of the sea, revered by all of his aquatic underlings. He is a green merman who lives in a sandcastle palace on the outskirts of Bikini Bottom. Neptune has an imposing presence and a soft spot for fast food—he adores SpongeBob's Krabby Patties so much that he's been known to eat and spit out the same patty over and over again, just to savor the taste.

Larry the Lobster is a super-strong lifeguard who works at Goo Lagoon, the local goo beach. He can't imagine life without water sports and is an idol for many beachgoers. When he's not pumping iron, he's usually showing off his physique. He advises his fans to start "living like Larry" by exercising, but they never understand his advice.

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SpongeBob's parents are very proud of their son. They love to see him happy at work and are glad that he's been able to settle into his own pineapple home. If there's one thing they wish their son was better at, it's driving a boat. Whenever the SquarePants clan goes on a family road trip, they make sure Dad does all the driving.

SpongeBob loves visiting his grandma's house, where she showers him with presents: fresh-baked cookies, picture books, and sweaters with love in every stitch. Although Grandma SquarePants doesn't realize it, SpongeBob can get embarrassed when she babies him in public—especially in front of Squidward!

The Realistic Fish Head is the anchorman (er, fish) of Bikini Bottom's television news shows. He has a booming voice and speaks with perfect diction. Though he usually only appears on the Krusty Krab's TV, this tuna is closer to SpongeBob and friends than he seems. When the news is particularly urgent, he has been known to pop right out of the TV screen and talk to them, fish-to-face.

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Perch Perkins is the field reporter for Bikini Bottom Action News. Always equipped with a wireless microphone and a silver headset, he loves to interview fish folk on the scene. Though he is one of the most rational and sensible fish in Bikini Bottom, Perch has an unfortunate tendency to freak out under pressure.

The Bikini Bottom fish are the townspeople of SpongeBob's world. Known for their mob mentality and funny one-liners, they are an integral part of the show—and of the Krusty Krab's revenue. They eat boatloads of fast food, live in furnished ship funnels, and always show up during disasters so one fish can shout "MY LEG!"

SpongeBob's favorite hobby is catching jellyfish at Jellyfish Fields, the local seagrass meadow where wild jellyfish float, populate hives, and make lots of delicious jelly. There's nothing like jelly straight from the source for a great sandwich. SpongeBob always sets the jellies free after catching them and is good friends with each one. If you're not nice to the jellyfish, watch out—their stings hurt! Just ask Squidward.

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CHARACTER COMPOSITIONS

FOR COMPOSITIONS WITH MORE THAN 3 CHARACTERS, PLEASE SEE SB_GROUPS.PDF

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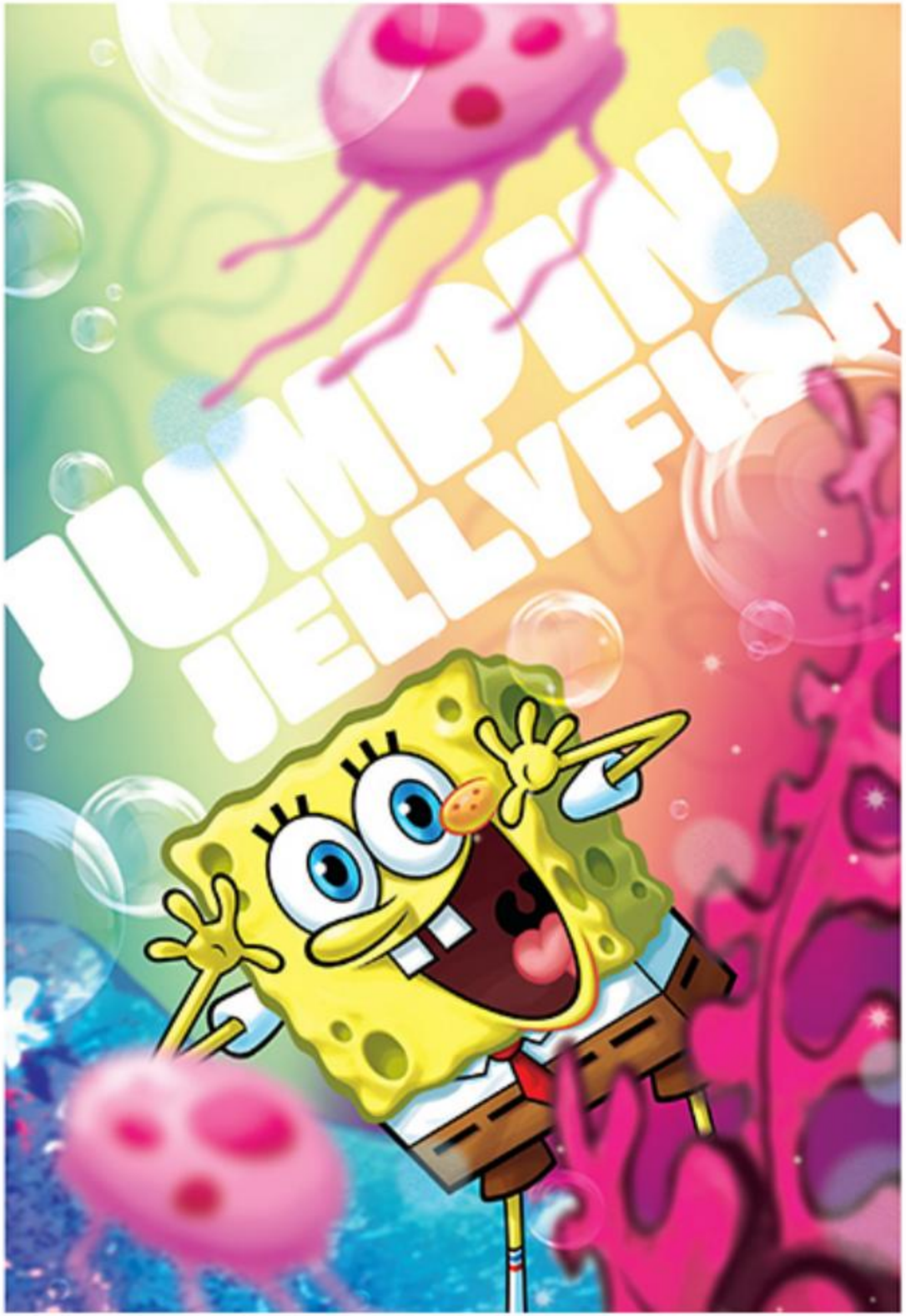

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I'M BUBBLES FOR YOU

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***NOTE:** Please ensure the correct regional version of the SpongeBob logo is used.*

SpongeBob Logo
For use without branding
SB_Logo_1B
NOTE: *On all packaging and POS, the SpongeBob logo and Nickelodeon logo should appear separately.*

LOGO RATIO
The Nickelodeon Tab logo is one-half the width of the SpongeBob logo.
This general logo ratio applies for all uses, especially for front of pack.

***NOTE:** Nickelodeon Tab Logo must be printed as Pantone® 021C*

Nickelodeon Tab Logo 01
For standard usage
Nick_Tab_Logo

Nickelodeon Tab Logo 02
For select applications
Nick_Tab_Logo

Nickelodeon Tab Logo 03
For select applications
Nick_Tab_Logo

Nickelodeon Tab Logo 04
For standard usage
Nick_Tab_Logo

Nickelodeon Tab Logo 05
For select applications
Nick_Tab_Logo

Nickelodeon Tab Logo 06
For select applications
Nick_Tab_Logo

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